**INTRODUCTION**

Presentations are a way of communicating ideas and information to an audience. A good presentation must have these elements:

**Contents**

* contains information that people need.
* it must account for how much information the audience can absorb in one sitting.

**Structure**

* has a logical beginning, middle, and end.
* must be sequenced and paced to make the audience understand.

**Packaging**

* must be well prepared, point to point.

**Human Element**

* will be remembered much more than a good report because it has a person attached.

**LEARNING OBJECTIVES**

The objectives of this unit are to:

1. Enable students to recognize the elements of a good presentation

2. Enable students to deliver a good presentation.

3. Practice using the visual aids effectively.

**LEARNING OUTCOME**

1. Understand the ways in which to prepare the content.
2. Understand the ways in which to deliver effectively.
3. Understand the ways in which to use visual to enhance a presentation



### 2.1 PREPARING YOUR PRESENTATION

When you are presenting, you need to be able to sustain the communication. In order to do this successfully, you should:

### 

### 2.2 AUDIENCE ANALYSIS

Knowing your audience helps you determine the structure of the presentation. This can be done through an audience analysis. When you are conducting this analysis, the following questions are always asked:

### 2.3 THE STRUCTURE OF YOUR PRESENTATION

You need to consider the objectives and the main points of your presentation.

Consider the following structures:

|  |  |
| --- | --- |
| **Chronological :** | Using time as a framework. This is useful for narratives, sequences, processes or series of events. |
| **Simple to Complex :** | These are used for presentations on complex processes or concepts, beginning with simple ones and moving on progressively to more and more complex ones. |
| **Spatial :** | Suitable for descriptions of an object, an area, a location or a system. |
| **Problem-solving :** | Relevant in many engineering presentations. It is about problems and solutions. |
| **Pros and Cons :** | Similar to compare and contrast. Used to compare different events, individuals or situations. |
| **Cause-effect:** | This pattern organizes information according to the causes and effects of an action or initiative. |

**2.4 MOVES IN PROPOSAL PRESENTATION**

### INTRODUCTORY MOVES

|  |  |
| --- | --- |
| Introductory moves | Language Focus |
| Greet audience | *Good morning ladies and gentlemen* |
| Intro self (optional) | *I am…* |
| Announce subject | *I am going to talk about …* |
| Introduce team members | *To my left is…* |
| Give outline of presentation | *First I will…* |

### BODY MOVES

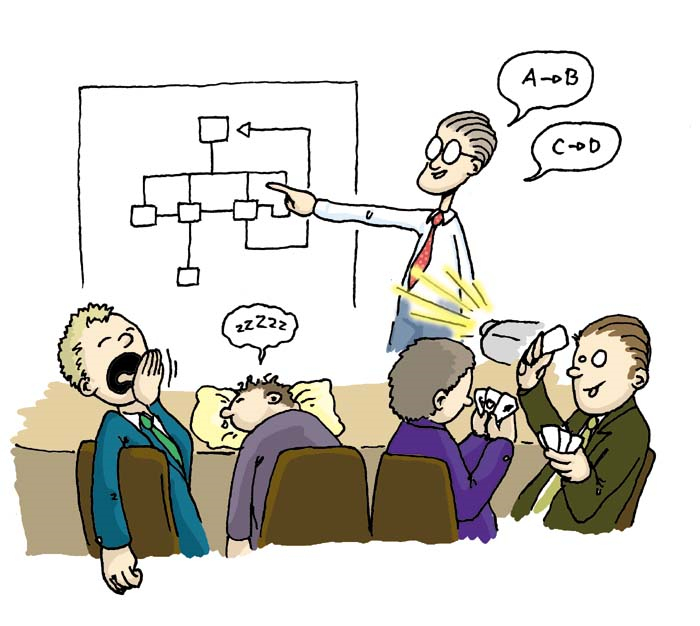
|  |  |
| --- | --- |
| Body moves | Language Focus |
| Background information | *The idea of this \_\_\_\_\_\_\_\_ goes back to…* |
| Identify problem | *The main problem about this \_\_\_\_\_\_\_\_ is…* |
| Attribute causes | *This was because…* |
| Suggest solution to problem | *We believe the problem can be solved by…* |
| Tryout | *Based on such information, we can make in such a way…* |
| Expected result(s) | *We found that…* |

### CONCLUDING MOVES

|  |  |
| --- | --- |
| Concluding moves | Language Focus |
| Time check | *How much time do you have?* |
| Hint of end of presentation | *We are almost done* |
| Summarise/review key points –  Highlight/emphasise key points, benefits… | *I have explained… The main…are* |
| Draw conclusions | *This we can safely say that…* |
| State wider application of subject/what’s the next step/make recommendations | *Based on the description we recommend that* |
| Offer to answer question | *Do you have any questions?* |

### THE IMPORTANCE OF BODY LANGUAGE

**The most important visual is *you*.** Let's start with one simple truth: The most important visual in a presentation is not that dazzling animation or PowerPoint slide overflowing with data. The most important visual is you. And when presenting, a large part of the "visual you" is conveyed in your body language. Study after study confirms that gesture, movement, and facial expression contribute significantly to helping your listeners grasp what you say.



**Tips:**

* **Stand up straight.**
* **Look participants in the eye.**
* **Stay relaxed.**
* **Use appropriate gestures.**
* **Be decisive.**
* **Smile.**
* **Use the first row.**
* **Create conversational tone.**
* **Moving with your audience.**

### 

### 

### 2.6 USING VISUAL AIDS

Visual aids are the most common tools a presenter uses. Next to you, they are the most effective vehicle for delivering our message and inspiring your presentation.

People receive information in different ways:

1. **C:\Documents and Settings\Administrator\Local Settings\Temporary Internet Files\Content.IE5\4SPRY3J4\MC900281285[1].wmfAuditorially** – through the ears
2. **Kinetically** – through movement
3. **Visually** – through the eyes

Why use visual aids?

* + Increase retention
  + Explain new concepts
  + Summarise new concepts
  + Present complex data such as statistics and graphs
  + Get the audience to look at something other than the speaker
  + Get the audience more involved

### 2.6.1 HOW TO USE COMMON VISUAL AIDS

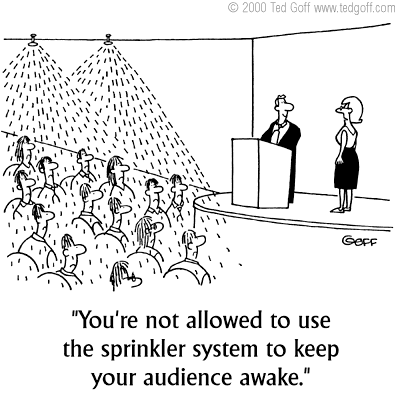
C:\Documents and Settings\Administrator\Local Settings\Temporary Internet Files\Content.IE5\4SPRY3J4\MC900044995[1].wmfThe most common types of visual aids are:

* Flip charts
* Handouts
* Overhead projectors
* Slide projectors
* Props
* Videotapes and films
* High-tech video equipment



### DO’S AND DON’TS FOR THE COMMON VISUAL AIDS

* **Keep visuals simple.**
* **Keep visuals legible.**
* **Keep visuals neat.**
* **Keep visuals consistent.**
* **Keep visuals unified.**
* **Use bulleted points and sentence fragments (two- or three-word statements, usually without a verb) instead of full sentences.**
* **Use pictures instead of sentence fragments, when possible.**
* **Combine pictures, symbols and key words.**
* **Children’s colouring books are a good source for pictures and drawings.**
* **Make visuals colourful.**
* **Use graphics related to the subject matter.**



### 2.7 SECRETS FOR USING POWERPOINT EFFECTIVELY

1. **Use the outline view first**

* Do this before you plan the graphical detail.
* Go to the bottom of the page (Powerpoint programme) and select the Outline view (the
* one with all the lines).
* This way, the content will have been finalised before you move on to the visual elements.

1. **Use contrasting colours**

* contrast between the text colour and background colour!!
* Don’t think just because it looks good on the screen it will look good when projected.
* Sometimes, a light background can be used when there is little light in the room. a dark background is suitable for bright conditions.

1. **Use a big enough font**

* It is suggested that the size of the font should be bigger than 24.
* One suggestion: you can use a 28 or 32 point for text and 36 to 44 point size for titles. For explanatory text to a graph or diagram, you could use a 20 point font size.

1. **Organize the presentation of the text**

* One suggestion is to use the ‘Appear” effect. If you use the ‘Flying in’ or ‘Zooming’ effects, both you and the audience will have to wait until the effect ends before you can proceed to the next point.
* The same concept goes for the graphics used in your presentation. Do not have too many graphics (especially animated graphics) which can distract your audience.
* There shouldn’t be too many lines on a page. An ideal number is 5 lines.
* Avoid putting whole paragraphs on the slides. You should only present the key ideas.

1. **Turn the pointer off**

* The pointer is the little arrow on the screen.
* Turn it OFF because it can be distracting.
* It normally comes on when the mouse is moved during the presentation. To avoid this, after the Slide Show View has started, press the A key combination.
* If you need the pointer after you have done step c above, press the A key combination.

1. **Blank the screen**

* There are times when the audience should just focus their attention on the presenter and not the screen.
* If you want to blank the screen during your presentation, when you want to highlight a point, press the B key and the image will be replaced with a black image.
* If you want to use a white image instead of a black image, just press the W key.

1. **Draw on the screen during a presentation**

* It can be valuable if you can draw on the screen during your presentation, especially when you want to illustrate a point.
* Press the Ctrl-P key combination to display pen on the screen.
* Using the left mouse button, draw on the slide as you wish.
* To erase what you have drawn, press the E key.
* To hide the pen, press the Esc-A key combination.

SUMMARY

In this chapter we have studied that........

1. Recognizing the elements of a good presentation is essential for good delivery.
2. preparing for visual aids is essential for a good presentation.

**REFERENCES**

1. Writing & Speaking At Work: A Practical Guide for Business Communications (2nd ed.).,Bailey, P.E.Prentice Hall 2002